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For Immediate Release

GSU Appoints New Vice President for Enrollment, Marketing

University Park, Illinois, July 12, 2011 – Governors State University recently announced the appointment of Courtney Kohn Sanders of Shorewood, Illinois as Vice President for Enrollment Management and Marketing.

“Courtney brings a wealth of experience in admissions and marketing to this critical position,” said GSU President Elaine P. Maimon. “We are very pleased to have her as a part of our team as we continue to bring exceptional, affordable educational opportunities to students throughout the region.”

Sanders most recently served as Dean of Admissions for the Morris Graduate School of Management at Robert Morris University. In that position, she helped increase graduate enrollment by 31 percent over a three-year period.

At Governors State, Sanders will be responsible for recruitment and outreach, admissions and admissions processing, financial aid, registration and student records, and international student services. She is also responsible for marketing and public relations, and for GSU’s new Dual Degree Program (DDP).

As a member of the President’s Cabinet, Sanders will work closely with other senior administrators, deans, and department heads in implementing the university’s marketing and branding strategy.

President Maimon said Sanders will be charged with improving recruitment and enrollment strategies and will focus on social media to more effectively connect with students.

Sanders holds a bachelor’s and master’s degree from Southern Illinois University.

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